

## WHAT IS CLAIMED IS:

1. A method for providing adaptive programming listings over a network by a host system, comprising:
  - gathering available programming data from a server;
  - storing said programming data in a database;
  - gathering program recommendation guides from third parties and storing said program recommendation guides in a recommendation guide database;
  - presenting a user interface to a customer entity along with said program recommendation guides; and
  - receiving at least one selection from said program recommendation guides and storing said at least one selection in a customer preference database.
2. The method of claim 1, further comprising:
  - receiving a request from said customer entity for an on-screen program listing;
  - processing said request by comparing said at least one selection from said program recommendation guides as stored in said customer preference database to said available programming data; and
  - presenting a filtered on-screen program listing to said customer entity resulting from said processing.
3. The method of claim 2, further comprising performing at least one of:
  - transmitting a program signal to said customer entity in response to a request to view a program listed on said filtered program listing; and
  - automatically signaling a personal recording device to record said program on behalf of said customer entity.
4. The method of claim 1, further comprising:
  - generating a custom program recommendation guide by said host system using said available programming data and storing said custom program recommendation guide in said database.

5. The method of claim 2 wherein said processing said request further includes:

deleting programs appearing on said program recommendation guides of programs to avoid from said filtered on-screen program listing;

retaining any programs appearing on said program recommendation guides that contain recommended programs on said customer's filtered on-screen program listing; and

handling programs not otherwise dealt with by said program recommendation guides in accordance with instructions provided by said customer entity.

6. The method of claim 1, wherein said third parties include external sources comprising at least one of:

a film institute;

a magazine;

a religious organization;

a topical web site;

a video store; and

a commercial business.

7. The method of claim 1, wherein said customer entity comprises at least one of:

a telephone;

a mobile communications device;

a television;

a set top box;

a personal recording device; and

a personal computer.

8. The method of claim 2, wherein said presenting a filtered on-screen program listing to said customer entity resulting from said processing further includes presenting a filtered on-screen program listing in accordance with an access level granted to an account member, said access level extending or limiting access to view program listings.

9. The method of claim 3, wherein said transmitting a program signal to said customer entity in response to a request to view a program further includes transmitting said program signal in accordance with an access level granted to an account member, said access level extending or limiting access to view a program.

10. The method of claim 3, wherein said automatically signaling a personal recording device to record said program on behalf of said customer entity further includes signaling said personal recording device in accordance with an access level granted to an account member, said access level extending or limiting access to record a program or view an already recorded program.

11. A storage medium encoded with machine-readable computer program code for providing adaptive programming listings over a network, the storage medium including instructions for causing a computer to implement a method, comprising:

gathering available programming data from a server;

storing said programming data in a database;

gathering program recommendation guides from third parties and storing said program recommendation guides in a recommendation guide database;

presenting a user interface to a customer entity along with said program recommendation guides; and

receiving at least one selection from said program recommendation guides and storing said at least one selection in a customer preferences database.

12. The storage medium of claim 11, further comprising instructions for causing said computer to implement:

- receiving a request from said customer entity for an on-screen program listing;
- processing said request by comparing at least one selection from said program recommendation guides to said available programming data; and
- presenting a filtered on-screen program listing to said customer entity resulting from said processing.

13. The storage medium of claim 12, further comprising instructions for causing said computer to perform at least one of:

- transmitting a program signal to said customer entity in response to a request to view a program; and
- automatically signaling a personal recording device to record said program on behalf of said customer entity.

14. The storage medium of claim 11, further comprising instructions for causing said computer to implement:

- generating a program recommendation guide by said host system using said available programming data and storing said custom program recommendation guide in said recommendation guide database.

15. The storage medium of claim 12, wherein said processing said request further includes:

- not presenting in on-screen guide any programs appearing on program recommendation guides of programs to avoid from said filtered on-screen program listing;
- retaining any programs appearing on program recommendation guides that contain recommended programs on said customer's filtered on-screen program list; and
- handling programs not otherwise dealt with by said program recommendation guides in accordance with instructions provided by said customer entity.

16. The storage medium of claim 11, wherein said third parties include external sources comprising at least one of:

- a film institute;
- a magazine;
- a religious organization;
- a topical web site;
- a video store; and
- a commercial business.

17. The storage medium of claim 11, wherein said customer entity comprises at least one of:

- a telephone;
- a mobile communications device;
- a television;
- a set top box;
- a personal recording device; and
- a personal computer.

18. The storage medium of claim 12, wherein said presenting a filtered on-screen program listing to said customer entity resulting from said processing further includes presenting a filtered on-screen program listing in accordance with an access level granted to an account member, said access level extending or limiting access to view program listings.

19. The storage medium of claim 13, wherein said transmitting a program signal to said customer entity in response to a request to view a program further includes transmitting said program signal in accordance with an access level granted to an account member, said access level extending or limiting access to view a program.

20. The storage medium of claim 13, wherein said automatically signaling a personal recording device to record said program on behalf of said customer entity further includes signaling said personal recording device in accordance with an access level granted to an account member, said access level extending or limiting access to record a program or view an already recorded program.

21. A system for providing adaptive programming listings over a network, comprising:

- a customer entity;

- a host system in communication with said customer entity via a communications network, said host system comprising a server, a database of available programming data, a database of customer preferences, and a database of program recommendation guides; and

- a preference filtering system executing on said host system;

- wherein said preference filtering system performs:

- gathering available programming data from said server;

- storing said available programming data in said database of available programming data;

- gathering program recommendation guides from third parties and storing said program recommendation guides in said database of program recommendation guides;

- presenting a user interface to a customer entity along with said program recommendation guides;

- receiving at least one selection from said program recommendation guides; and

- storing said at least one selection in said database of customer preferences.

22. The system of claim 21, further comprising a link to at least one external database storing a program recommendation guide.

23. The system of claim 21, wherein said customer entity comprises at least one of a:

- television;
- a personal recording device;
- a telephone;
- a set-top box;
- a personal computer; and
- a personal digital assistant.